

W F M C



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No 1390199

BROADCASTING STATION LICENSE RECORD

Date first licensed January 2, 1952Call letters W.F.M.C.Location: Goldsboro, North CarolinaName of licensee SOUTHERN RADIO AND TELEVISION CORPORATIONTransmitter location Federal By Pass #117, Goldsboro, North Carolina (CP & MP 7-3-51) Lic. 1-2-52Main studio location Federal By Pass #117, Goldsboro, North Carolina (CP & MP 7-3-51) Lic. 1-2-52

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Day	Period From To
BP-7816	3-14-51	730	1kw	Day	
Ltr. 3-20-51. CP for a new station granted subject to filing MP for approval of site and antenna.					
BP-7816) BP-5513)	7-3-51	730	1kw	Day	9-3 3-3-52
CP for a new station; and MP for approval ant., T&S sites					
BL-4585	1-2-52	730	1kw	Day	1-2 12-1-54
Lic. cover CP 7816 as mod., for a new standard broadcast station					
Telegram	11-29-54	Action on renewal deferred 11-24-54 and continued operation authorized until final determination on renewal			
BR-2681	2-9-55	Renewal of license			2-9 12-1-57
TELEGRAM	11-29-57	Action on renewal deferred- Continued operation authorized until final determination on renewal application.			
BR-2681	12-18-57	Renewal of license			12-18 12-1-60
BL-4257 (1)	7-7-60	Authority to determine operating power by direct measurement of antenna power.			7-7 12-1-60
BR-2681	6-21-61	730kc	1kw	Day	6-21 12-1-63
	11-27-63	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BR-2681	4-24-64	Renewal of License			4-24- 12-1-66
Ltr. dated 5-16-66 giving notification per Sect. 73.43(a)(5) Rules that a Gates Vanguard II trans. is now installed & in oper.					
BR-2681	11-30-66	730kc	1kw	Day	12-1 12-1-69
STC-5205 EDF:	1-9-67 1-11-67	Voluntary transfer of control of lic. corp. from Kenneth T. Marshall and Ben H Bell to Wayne Broadcasters, Inc.			
BR-2681(S)	3-25-70	Renewal			12-1-72
Comtel	11-30-70	PSA	376 watts		

Form BC 126

June 1954

BROADCASTING STATION LICENSE RECORD

#2

Date first licensed

Call letters W.F.M.C.

Station location Goldsboro, N. C.

Name of licensee SOUTHERN RADIO AND TELEVISION CORPORATION

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BP-19,123	12-20-71	730kc	1kw	Day	12-20-72
	CP to increase antenna height and side mount an FM antenna.				
EBSA	6-12-72				
EBSA	6-12-72	Supersede to include station location			
BM-13,512	(1) 10-27-72	Mod. of BP-19 123 to eliminate the resistor.			
BP-19,351	3-5-73	730khz,	1kw	Day	3-5-74
	CP to replace expired permit.(BP-19,123).				
WIRE	4-6-73	PSA	360w(reduction in power)		
BR-2681					
BL-13,436(L)	12-23-74	Renewal and Modification (BP-19,351)			12-1-75
BR-2681(S)	11-19-75	Renewal			12-1-78
BR780801UD(S)	2-26-79	Renewal of License			12-1-81

APPLICATION RECORD - BROADCASTING

Call **W F M C**
 Letters **New**

Name **SOUTHERN RADIO AND TELEVISION CORPORATION**
(P.O. Box 693, Goldsboro, N. C.)

File No.	Dated	Application for	Action	
			Nature	Date
BP-7816	8-24-50	Construction permit for a new standard broad-	GRANTED 3-14-51 subj. to filing MP for approval of site and antenna. Ltr. 3-20-51 Issued with BMP-5513	
Rec'd	8-29-50	cast station to be operated on:		
Filed	8-29-50	Frequency: 730kc		
		Power: 1kw		
		Hours of Operation: Daytime		
		Trans. Location: To be determined		
		Goldsboro, North Carolina		
		Studio Location: To be determined		
		Goldsboro, North Carolina		
		Frank U. Fletcher, Atty.		
		Boscom E. Porter, Engr.		
		Raleigh, N.C.		

W.E 443A-1

APPLICATION RECORD - BROADCASTING

Call W F M C
 Letters Unassigned

Name SOUTHERN RADIO AND TELEVISION CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BMP-5513 Rec'd Filed	3-22-51 3-23-51 3-23-51	Modification of construction permit (BP-7816, which authorized a new standard broadcast station) for approval of antenna and transmitter and main studio locations as Federal By Pass #117, Goldsboro, North Carolina. Frank U. Fletcher, Atty. Bascom E. Porter, Engr. Raleigh, North Carolina	GRANTED	7-3-51
BL-4585 Rec'd Filed	11-2-51 11-5-51 11-5-51	License to cover construction permit (BP-7816, as modified) which authorized a new standard broadcast station. Frank U. Fletcher, Atty.	GRANTED	1-2-52

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters **W F M C**Name **SOUTHERN RADIO AND TELEVISION CORPORATION**
Goldsboro, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BR-2681 Rec'd Filed	9-15-54 10-21-54 10-21-54	Renewal of License Frank U. Fletcher, Atty.	GRANTED	2-9-55
BR-2681 Rec'd Filed	9-1-57 9-6-57 9-6-57	Renewal of License	GRANTED	12-18-57
BZ-4287 Rec'd Filed	3-10-60 3-14-60 3-14-60	Authority to determine operating power by direct measurement of antenna power.	GRANTED	7-7-60
BR-2681 Rec'd Filed	11-14-60 11-16-60 11-16-60	Renewal of License.	GRANTED	6-21-61
BR-2681 Rec'd Filed	8-30-63 9-10-63 9-10-63	Renewal of License Atty. Marvin Rosenberg (Spearman & Roberson)	GRANTED	4-24-64

FORM BC-121 #4
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W F M C

Name SOUTHERN RADIO AND TELEVISION CORPORATION
GOLDSBORO, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-2681 R & F	8-15-66 8-30-66	Renewal of license. Atty: Fletcher, Heald, Rowell, Keneshan & Hildreth	GRANTED	11-30-66
ETC-5205 R & F	11-7-66 11-15-66	Voluntary transfer of control of lic. corp. from Kenneth T. Marshall and Ben H. Bell to Wayne Broadcasters, Inc. Atty - A.L. Stein	GRANTED EFF:	1-9-67 1-11-67
BR-2681 R & F #539592 \$75. P.H. filed PRESS	8-28-69 9-2-69 9-2-69 9-2-69	Renewal of license Atty- A. L. Stein AMENDED 10-13-69 re: commercial practices AMENDED 3-10-70 re: commercial matter	GRANTED	3-26-70

APPLICATION RECORD - BROADCASTING

Call
Letters W F M C

Name SOUTHERN RADIO AND TELEVISION CORPORATION
Goldsboro, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BP-19,123 Rec'd Filed #512728 \$50 Acc. 060 Press	10-22-71 10-26-71 10-26-71 10-26-71	Construction permit to increase antenna height, and side mount an FM antenna.	GRANTED	12-20-71
BR-2681 R & F PN Recd. PRESS	1971 8-31-72 9-5-72 " 12 1972	Atty: Robert L. Olender RENEWAL OF LICENSE Robert L. Olender, Atty. AMENDED 12-5-72 re: ascertainment of community needs; commercial policy; employment policy AMENDED 8-13-73 re: programming	DESIGNATED FOR HEARING OCT 31 1973 14857 Win. GRANTED	12-23-74 issued with BL-13,436
BMP-13,512 Rec'd Filed \$50-114018 AC-060 PRESS:	9-21-72 9-29-72 9-29-72 9-29-72 OCT 20 1972	Modification of construction permit BP-19,123 eliminate the antenna resistor. Atty. Bilger & Blair (Olender)	GRANTED	10-27-72

APPLICATION RECORD - BROADCASTING

Call
Letters W F M C

Name SOUTHERN RADIO AND TELEVISION CORPORATION
Goldsboro, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BP-19,351 R & F \$50-153357 AC-067 FEB 22 1973	2-12-73 2-14-73 2-14-73	Construction permit to replace expired permit (BP-19,123) for changes. Atty: Forbes W. Blair	GRANTED	3-5-73
BL-13,436 Rec'd Amended & F PTA PRESS APR 25 1973	1-17-73 1-22-73 3-29-73 4-4-73	Lic.(BP-19,351) for changes. re reinstatement of CP Atty: Bilger & <u>Blair</u>	GRANTED issued with Renewal	12-23-74
THE COMMISSION by Order FCC 74D-55 on 10-11-74 ordered licensee to forfeit \$10,000 for repeated violations of Communications Act and the Commission Rules section 315(b) and (c) and various violations.				
BR-2681 R & F PN Recd. PRESS SEP 23 1975	7-31-75 8-1-75 "	RENEWAL OF LICENSE G.Daniel McCarthy, Atty.	GRANTED	11/19/75

#7

Form BC-121

May 1976

APPLICATION RECORD - BROADCASTING

12-52

Call
Letters W F M CName SOUTHERN RADIO and TELEVISION CORPORATION
GOLDSBORO, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR780801UD R & F PRESS	7-26-78 8-1-78 AUG 11 1978	RENEWAL OF LICENSE Lee W. Shubert, Atty.	GRANTED	2-26-79
810806AE (C)		CP chg freq to 640KHz; add nighttime service with 1kw; DA-N; incr day power to 10kw; MAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305 ATY: Donald E Bilger		RETURNED 10-13-81 RE: SEC 73.37 OF THE RULES

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

